



WLOS  
110 Technology Dr  
Asheville, NC 28803

Innovative Advertising-Mandeville  
4250 Hwy 22  
Mandeville, LA 70471

## Contract # 2653918

**Schedule Dates** 10/06/16-11/08/16  
**Advertiser** Jim Davis for Senate-R (42171)  
**Agency** Innovative Advertising-Mandeville (13092)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** JIM DAVIS/SENATE (332616)  
**Salesperson** Millennium/PHL, Philadelphia (1103)  
**Sales Office** Millennium Philadelphia  
**Buyer Name** GUERRA,HEIDI  
**Phone/Fax** (985) 377-7167 / (985) 377-7118  
**CPE** 1403  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** JIM DAVIS  
10/4 this is a kick back do not doublebook  
DO NOT RELEASE WITHOUT FUNDS

**Date Entered** 10/04/16  
**Last Modified** 10/04/16  
**Entered By** Louise Palmer  
**CO-OP** No  
**Headline #** ECR25324077  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$33,300.75  
**Net Total** \$188,704.25  
**Sales Tax**

Asheville (WLOS)	
By Broadcast Month	Spots
Oct. 2016	189
Nov. 2016	72
<b>Grand Total:</b>	<b>261</b>

	Rate
	\$158,845.00
	\$63,160.00
	<b>\$222,005.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/06/16-10/06/16	2	:30	4:30A- 4:58A (EST)	1				X				1	\$120.00	\$120.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
2.0	Normal Line / SPOT	10/10/16-11/03/16	2	:30	4:30A- 4:58A (EST)	1	1	1	1	1				16	\$120.00	\$1,920.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
3.0	Normal Line / SPOT	11/07/16-11/08/16	2	:30	4:30A- 4:58A (EST)	1	1	1						2	\$120.00	\$240.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
4.0	Normal Line / News	10/10/16-11/04/16	2	:30	5:00-01A- News-News 13 Early 5am	3	X	X	X	X	X			12	\$375.00	\$4,500.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU B News	10/4/16
5.0	Normal Line / News	11/07/16-11/08/16	2	:30	5:00-01A- News-News 13 Early 5am	1	1	1						2	\$375.00	\$750.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU B News	10/4/16
6.0	Normal Line / News	10/06/16-10/07/16	2	:30	5:28A- News-News 13 Early 530a					1	1			2	\$450.00	\$900.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
7.0	Normal Line / News	10/10/16-11/04/16	2	:30	5:28A- News-News 13 Early 530a	1	1	1	1	1	1			20	\$450.00	\$9,000.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
8.0	Normal Line / News	11/07/16-11/08/16	2	:30	5:28A- News-News 13 Early 530a	1	1	1						2	\$450.00	\$900.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
9.0	Normal Line / News	10/06/16-10/07/16	2	:30	6A- 6:30A (EST)				1	1				2	\$750.00	\$1,500.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16

## CONFIRMATION CONTRACT

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**Asheville (WLOS)**  
**By Broadcast Month**  
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Nov. 2016 72 \$63,160.00  
**Grand Total:** 261 \$222,005.00

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10.0	Normal Line / News	10/10/16-11/04/16	2	:30	6A- 6:30A (EST)	1	1	1	1	1	1			20	\$750.00	\$15,000.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
11.0	Normal Line / News	11/07/16-11/08/16	2	:30	6A- 6:30A (EST)	1	1							2	\$750.00	\$1,500.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
12.0	Normal Line / News	10/06/16-10/07/16	2	:30	8A- 9A (EST)	3			X	X				3	\$825.00	\$2,475.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C GMA	10/4/16
13.0	Normal Line / News	10/10/16-11/04/16	2	:30	8A- 9A (EST)	5	X	X	X	X	X			20	\$825.00	\$16,500.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C GMA	10/4/16
14.0	Normal Line / News	11/07/16-11/08/16	2	:30	8A- 9A (EST)	1	1							2	\$825.00	\$1,650.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C GMA	10/4/16
15.0	Normal Line / News	10/08/16-11/05/16	2	:30	5:58-40A- News-News 13 @ 6am Saturday	1					X			5	\$265.00	\$1,325.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU A News	10/4/16
16.0	Normal Line / News	10/09/16-11/06/16	2	:30	6:58-20A- News-News 13 @ 7am Sunday	1						X		5	\$525.00	\$2,625.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU A News	10/4/16
17.0	Normal Line / News	10/10/16-11/04/16	2	:30	11:58-41A- News-News 13 at Noon	3	X	X	X	X	X			12	\$375.00	\$4,500.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU B News	10/4/16
18.0	Normal Line / News	11/07/16-11/08/16	2	:30	11:58-41A- News-News 13 at Noon	1	X	X						1	\$375.00	\$375.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU B News	10/4/16

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19.0	Normal Line / News	10/06/16-10/07/16	2	:30	5:58P- News-News 13 at 6p					1	1			2	\$1,200.00	\$2,400.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
20.0	Normal Line / News	10/10/16-11/04/16	2	:30	5:58P- News-News 13 at 6p		1	1	1	1	1			20	\$1,200.00	\$24,000.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
21.0	Normal Line / News	11/07/16-11/08/16	2	:30	5:58P- News-News 13 at 6p		1	X						1	\$1,200.00	\$1,200.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
22.0	Normal Line / News	10/09/16-11/06/16	2	:30	5:58:26P- News-News 13 6p News Sunday		1						X	5	\$600.00	\$3,000.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
23.0	Normal Line / SPOT	10/06/16-10/07/16	2	:30	6:58:50P- Wheel of Fortune					1	1			2	\$1,050.00	\$2,100.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Wheel	10/4/16
24.0	Normal Line / SPOT	10/10/16-11/04/16	2	:30	6:58:50P- Wheel of Fortune		1	1	1	1	1			20	\$1,050.00	\$21,000.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Wheel	10/4/16
25.0	Normal Line / SPOT	11/07/16-11/08/16	2	:30	6:58:50P- Wheel of Fortune		1	X						1	\$1,050.00	\$1,050.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Wheel	10/4/16
26.0	Normal Line / SPOT	10/06/16-10/07/16	2	:30	7:30P- Jeopardy					1	1			2	\$1,125.00	\$2,250.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Jeopardy	10/4/16
27.0	Normal Line / SPOT	10/10/16-11/04/16	2	:30	7:28:30P- Jeopardy		1	1	1	1	1			20	\$1,125.00	\$22,500.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Jeopardy	10/4/16

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28.0	Normal Line / SPOT	11/07/16-11/08/16	2	:30	7:28-30P- Jeopardy	1	X	X						1	\$1,125.00	\$1,125.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Jeopardy	10/4/16
29.0	Normal Line / News	10/06/16-10/07/16	2	:30	10:59:56P- News-News 13 11P Late News				1	1				2	\$900.00	\$1,800.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
30.0	Normal Line / News	10/10/16-11/04/16	2	:30	10:59:56P- News-News 13 11P Late News	4	X	X	X	X	X			16	\$900.00	\$14,400.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
31.0	Normal Line / News	11/07/16-11/08/16	2	:30	10:59:56P- News-News 13 11P Late News	1	X	X						1	\$900.00	\$900.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C News	10/4/16
32.0	Normal Line / SPOT	10/06/16-10/07/16	2	:30	11:35P- ABC-Jimmy Kimmel Live				1	1				2	\$300.00	\$600.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Kimmel	10/4/16
33.0	Normal Line / SPOT	10/10/16-11/04/16	2	:30	11:35P- ABC-Jimmy Kimmel Live	1	1	1	1	1				20	\$300.00	\$6,000.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Kimmel	10/4/16
34.0	Normal Line / SPOT	11/07/16-11/08/16	2	:30	11:35P- ABC-Jimmy Kimmel Live	1	X	X						1	\$300.00	\$300.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU C Kimmel	10/4/16
35.0	Normal Line / Prime	10/10/16-11/07/16	2	:30	7:58P- ABC-Dancing With The Stars (Monday)	1	X							5	\$4,500.00	\$22,500.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU A DWTS	10/4/16
36.0	Normal Line / Prime	10/10/16-10/31/16	2	:30	10:01P- ABC-Conviction (Monday)	1	X							4	\$3,750.00	\$15,000.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU A Conviction	10/4/16

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37.0	Normal Line / Prime	10/12/16-10/12/16	2	:30	10P-ABC-Designated Survivor (Wednesday)	1			X					1	\$4,200.00	\$4,200.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU B Designated Survivor	10/4/16
38.0	Normal Line / Prime	10/26/16-11/02/16	2	:30	10P-ABC-Designated Survivor (Wednesday)	1			X					2	\$4,200.00	\$8,400.00	Asheville (WLOS)	COMMENTS APPLY TO SUB LINES A THRU B Designated Survivor	10/4/16
39.0	Normal Line / News	10/06/16-10/07/16	2	:30	5A-5:30A (EST)					1	1			2	\$375.00	\$750.00	Asheville (WLOS)	NEWS	10/4/16
40.0	Normal Line / News	10/06/16-10/07/16	2	:30	11:58-41A-News-News 13 at Noon					1	1			2	\$375.00	\$750.00	Asheville (WLOS)	NOON NEWS	10/4/16

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: <u>10/3/16</u>
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I, Heidi Guerra,  
 being/on behalf of: Jim Davis,  
 a legally qualified candidate of the Republican  
 political party for the office of: State Senate  
 in the Primary  
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 2em; font-family: cursive;">See Attached</div>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

                    

by: Paid for by Davis for NC senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Don Swanson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

***To Be Signed By Candidate or Authorized Committee***

10/3/16  
Date

Heidi Guerra  
Signature

*To Be Signed By Station Representative*

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title